Citywide Economic Development Strategy

FACT SHEET

Project Overview

The City of Los Angeles Economic & Workforce Development Department has recently been tasked by the Mayor and City Council with developing a Citywide Economic Development Strategy and five-year Implementation Plan. This Strategy will serve as a guiding document to drive economic development in the City of Los Angeles. The Strategy will likely address a range of goals and objectives including: robust, **inclusive economic growth** for the City's residents; enhanced **economic competitiveness** for businesses and industry sectors; broadly-shared **prosperity and wealth**; and **access to opportunity** for low-income Angelenos and disadvantaged people. The Strategy is being prepared by HR&A Advisors, Inc., under a contract with the City.

The Strategy's objectives will be informed by workshops with representatives of economic stakeholder groups. These workshops are intended to identify constraints to equitable economic growth and key economic opportunities for Angelenos; they also will inform a Citywide "vision" for economic development. The resulting Strategy will identify initiatives that align with this collectively-developed vision, including: partnerships/ collaboration; programs to support economic development; and key investments, among other potential efforts. It will also include measurable outcomes and a monitoring and feedback system.

Project Schedule



Opportunities for Stakeholder Engagement

- Stakeholder Workshops: A series of stakeholder workshops will be held in September and October to engage stakeholders and organizations to identify economic needs of the City's diverse communities. These include organizations that represent business and industry associations; community-based organizations; underrepresented community groups; employment and workforce entities; and neighborhood councils.

- Online Survey: In addition, an online survey will be distributed to obtain feedback from economic development stakeholders throughout the City of Los Angeles. The survey will be promoted via social media and other communication methods to reach as many stakeholders as possible.

- Final Stakeholder Workshops: A series final stakeholder workshops will be held in January to present the proposed strategy obtain stakeholder feedback to help refine and finalize the strategy.

City of Los Angeles
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